

**REMARKS**

Claims 1-9 are pending in the application.

Reconsideration and review of the claims on the merits are respectfully requested.

***Formal Matters***

Applicants appreciate the Examiner's acknowledgement of Applicants' claim for foreign priority and receipt of the certified copy of the priority document.

Applicants also appreciate the Examiner's consideration of the Information Disclosure Statements filed on July 22, 2003, and November 13, 2003.

***Response to Objection to the Specification***

The specification is objected to because on page 16, last paragraph, "while" should properly be "white".

In response, Applicants amend the specification to correct the inadvertent error pointed out by the Examiner.

Accordingly, Applicants respectfully request reconsideration and withdrawal of the objection to the specification.

***Response to Claim Rejections - 35 U.S.C. §102***

Claims 1-5 and 7-9 are rejected under 35 U.S.C. §102(b) as assertedly being anticipated by Applicants' admitted prior art as found on pages 1-3 of the specification (citing the Background of The Invention).

The Examiner asserts that Applicants have stated that pressure sensitive adhesive tapes generally have a colored layer disposed on one side of the substrate film or have a colored pressure sensitive adhesive layer. Also, the Examiner indicates that Applicants have stated that, in general, a white layer is disposed on the backlight side in order to reflect the light from the backlight, and a black layer is disposed on the liquid crystal display module side in order to prevent the light from leaking out to the LCD surface.

Additionally, the Examiner asserts that Applicants teach that in order to reconcile light reflecting properties and light shutting properties with such a pressure sensitive adhesive tape, it is necessary to superpose many colored layers (citing page 2, line 26, and page 3, lines 27-30).

Applicants respectfully traverse the anticipation rejection.

Applicants traverse the anticipation rejection on the basis that Applicants' admitted prior art fails to disclose the present invention. Applicants claim a specific combination of "colored layers comprising a white layer, a layer of a color other than white and black, and a black layer which are superposed in this order."

Applicants' disclosure in the Background of the Invention section fails to anticipate the present invention. The Background section *does not indicate* that it was previously known to form a layer of a color other than black or white. Applicants describe conventionally known white and black layers, and discuss the problem in the prior art that in order to reconcile light-reflecting properties and light-shutting properties with such a pressure-sensitive adhesive tape, it is necessary to superpose many colored layers or to form colored layers quickly (see sentence bridging pages 2-3). However, the conventionally known solutions still resulted in a problem

that the pressure-sensitive adhesive tape has an increased total thickness and is unable to conform to thickness and weight reduction in cell phones and the like (page 3, lines 4-7).

In other words, Applicants do not disclose that it was previously known to form a layer of a color other than white and black, superposed specifically on a white layer, and having a black layer superposed thereon, or the benefits thereof. It appears that the Examiner may be considering the disclosure of "colored layers" in the Background section as meaning layers which have a color and which are not black or white. However, Applicants clarify that these colored layers referred to in the Background section are actually only colored black or white.

Accordingly, Applicants respectfully request reconsideration and withdrawal of the rejection under 35 U.S.C. §102(b).

***Response to Claim Rejection - 35 U.S.C. §103***

Claim 6 is rejected under 35 U.S.C. §103(a) as assertedly being unpatentable over Applicants' admitted prior art as found on pages 2-3 of the specification (citing the Background of The Invention) in view of Anzaki et al. (U.S. Patent No. 6,014,196).

The Examiner recognizes that the admitted prior art is silent with respect to teaching that the layer of a color other than white and black is a silver layer.

The Examiner cites Anzaki et al. as disclosing a transparent electrically conductive film attached to a transparent substrate of a display element which is suitable for use in a liquid crystal display device. The transparent film is formed by successively laminating a first reflection preventing layer, a metal layer comprising silver, and a second reflection preventing

layer from the substrate side (Column 2, lines 6-15). According to Anzaki et al., silver has high visible light transmittance and can be used as reflective layer.

The Examiner concludes that a skilled artisan would have found it obvious to use a layer of silver in the claimed invention, motivated to do so because a layer of silver will act as a light transmitting layer and a light reflecting layer.

Applicants respectfully traverse the obviousness rejection.

Applicants traverse the obviousness rejection based on the same reasons given above in response to the anticipation rejection, as Anzaki fails to make up for the noted deficiencies in Applicants' disclosure, along with the additional following comments.

Anzaki et al. is an invention on "a substrate with a transparent electrically conductive film", which is quite different from the requirements of the present invention on "a pressure-sensitive adhesive tape". Thus, Applicants submit that a skilled artisan would not be motivated to combine Applicants' disclosure with Anzaki et al.

Further, Applicants disclose "colored layers" known in the art as being white or black. No other known colors are disclosed by Applicants in the Background of the Invention section. Thus, one would not be motivated to combine Anzaki's silver layer with Applicants' disclosure to achieve the present invention.

One would also not be motivated to place Anzaki's silver layer in the specific location claimed by Applicants between a white layer and a black layer. The Examiner cites Anzaki's silver layer as acting as a light transmitting layer and a light reflecting layer. However, Applicants' disclosure already states that a white layer is used to reflect the light from the

backlight. One skilled in the art might be motivated to add additional white reflecting layers based on Applicants' disclosure, or at best even if one were motivated to add Anzaki's silver layer, one would only be motivated to replace the white reflecting layer(s) with Anzaki's silver layer, since these layers both reflect light and one white reflecting layer might be switched for the other silver reflecting layer. However, one skilled in the art would not be motivated to add an additional non-white reflecting layer, and one would certainly not be motivated to specifically place a silver layer superposed on a white layer, followed by a black layer, according to Anzaki or to the Examiner's cited passages in the present application, or according to the combination of these references.

Even if one skilled in the art were motivated to combine the teachings of Applicants' disclosure with Anzaki (which one would not be motivated to do), one would still not achieve the present invention. There is no teaching in either reference to specifically place a silver layer between the first white layer and the third black layer, as claimed by Applicants.

Accordingly, Applicants respectfully request reconsideration and withdrawal of the rejection under 35 U.S.C. § 103(a).

### ***Conclusion***

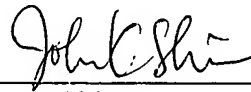
In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

AMENDMENT UNDER 37 C.F.R. § 1.111  
U.S. APPLN. NO. 10/623,569

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The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,



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